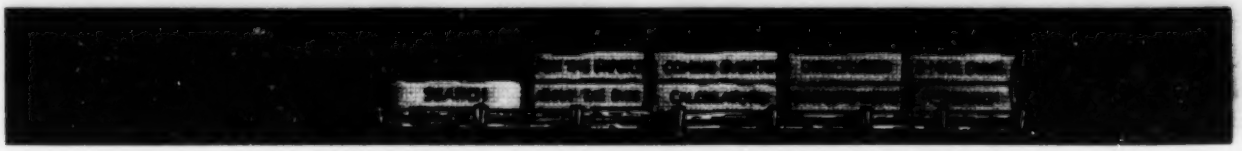

Five Trends of China's Meat Industry

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Translated article

The China Meat Association estimates that China's meat processing industry's development trends will change over the next five years. As the economy moves toward a more market-oriented economy, a buyer's market will be created. The consumers in this market have more choices on the product selections. The standard of living has started to rise in China; this will bring changes to the meat product and processing industry, giving the industry a positive future for development.

- **Chilled Meat as a Meat Consumption Trend**
  The current situation, in which fresh (or "hot") meat, frozen meat and chilled meat share the market, will change. Chilled meat combines advantages of both fresh and frozen by maintaining the freshness of meat, while preserving the taste and tenderness and keeping it nutritious and safe. As a result, chilled meat is called a "revolution of meat consumption". Its market share will expand in medium and large cities over the next few years.

- **Chilled Meat Products Gain Popularity and Expand Continually**
  The chilled meat products have many varieties, different styles, and low prices; therefore, they occupy a good portion of the market. However, they are restricted in certain small and mid-sized cities and villages that do not have freezers. Bacteria in the meat are not killed, the meat is not packaged tightly, and the products have a short expiry date. These are some examples of the restrictions for chilled meat development. Some large and medium meat processing enterprises are planning to adjust the product structure by reducing the number of regular processed meat products, and promoting low-temperature meat products actively. In order to increase product varieties and standardize packaging of the products, developing chilled meat products could be a major trend of the meat processing in the future.

- **Modernized in Traditional Meat Production**
  When comparing Chinese style meat products to the Western style meats, the Chinese meats apparently have the advantage in colour, scent, and shape. However, due to lack of investment in science and technology, there was not much improvement on outdated equipment, backward technology, and unstable product quality of Chinese styled meat processing. The new trend of Chinese styled meat production development will combine the traditional method with modern technology by changing from the household production method to the new factory production method. These changes will improve product quality, standardize packaging, extend product expiry dates, and increase product varieties.

- **Huge Potential in the Beef and Mutton Meat Product Market**

Beef and mutton are low in fat and high in protein. They are not only high quality meat products; they are also the main raw material of Islamic meat products. Development of beef and mutton meat products requires a changing production structure, which will include expanding production, exploring more traditional meat products, and developing new products that have brand names and good quality. These are the main solutions for expanding beef and mutton meat products in the future.

- **Healthy Meat Products Started To Become Popular**
  Healthy food is also called functional food (food that that can be used for other purposes, e.g. they are used as herbs to cure one's body). The development of meat products, that are "low in fat, low in salt, low in sugar, and high in protein", has already been taken into the national food development plan. The plan will give the development directions and demonstrations. Some firms have already promoted various healthy meat products by replacing animal protein with vegetable protein, while other firms produce herbal meat products and beauty meat products, etc. They are using the current resources thoroughly to developing healthy meat products that have huge market potential.

Source: http://www.mafic.ac.cn/EMag/slbl/1999/09/slbl19990909.htm

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